

## CLAIMS

What is claimed is:

1. A trading card game toy that provides a plurality of cards with a format on which a player uniquely personalizes the front of each said trading card with different characters or emblems or words or numbers to create trading cards for use in a personalized trading card game with rules of the player's own invention.
2. A trading card game toy according to claim 1, wherein the surface for personalizing said cards is a matte finish and is either blank or marked with a template that has guide lines. Players can thus easily draw, write, color, paint, stencil, sticker, or apply any other type of art medium to each card.
3. A trading card game toy according to claim 1 and 2, wherein the back (reverse) side of said cards has the same logo on each and will either have a matte finish or be covered with some form of plastic or lamination.